GOVERNMENT OF ANDHRA PRADESH
ABSTRACT

YAT&C(C&OL)Department - Conduct of "Ahobilam Paruveta Utsavam" at Sri Lakshmi Narasimha Swamy Devasthanam, Ahobilam, Nandyala District – Declaration of State Festival- Orders Issued.

YOUTH ADVANCEMENT TOURISM AND CULTURE(C&OL) DEPARTMENT

G.O.Ms.No.9 dt.01.03.2024.

From the Chief Executive Officer, A.P State Creativity and Culture, Commission, Vijayawada, Lr.No. A2/25/2024, dts.24.01.2024, 16.02.2024.

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ORDER:

In the reference read above the Chief Executive Officer, A.P State Creativity and Culture Commission, Vijayawada has stated that Ahobilam Paruveta Utsavam is unique of its kind in India as it is the only Temple Festival that is celebrated for about 40 days as a part of which the principal deity is taken in procession to 32 villages. Ahobilam Paruveta Utsavam is a very significant festival as it is the living expression of local culture associated with the religious beliefs and celebrated by all sections of people irrespective of their caste. It is a festival of communal harmony as devotees from other religious community like muslims also offer prayers to the lord. As a part of Ahobilam Paruveta Utsavam honors are being given to certain persons/communities as per the tradition. These honors closely resemble the Ayagar system of Kakatiya which was later followed by Vijayanagar Rayas. During, the procession of Lord Ahobilesha the Ahobilam Mutt Purohithis extends an invitation to the devotees for Ahobilesha wedding during Paruveta Utsavam. Veedhinatakams, Harikatha and Burra katha are performed in every village narrating the story of the marriage of Chenchu Lakshmi with Ahobila Narasimha. This tradition is being flourishing the land of Rayalaseema from last 6 centuries and gained huge popularity and sentiment amongst the people of Rayalaseema.

2. Historical records and legends confirm that, the Paruveta Festival was celebrated in a grand manner during the times of Vijayanagara Empire, the Chief Patrons of Ahobilam. With the Downfall of Vijayanagara Rayas, the glory of Ahobilam Paruveta was also eclipsed. Though the Festival was celebrated during the times of the Nawabs and the British Empire, but it lost its past glory. In his book "The Forgotten Shrines of Ahobilam" Ramaswamy Iyyengar described that Ahobilam Paruveta Utsavam is the most neglected utsavam and it should be managed better by all means. There is a dire necessity to preserve such ancient intangible cultural heritage of the State's unique festival of Ahobilam Paruveta Utsavam, the traditions and practices associated with it should be preserved for future generations.

(ContdP.2)

3. The Chief Executive Officer, A.P. State Creativity and Culture Commission, Vijayawada has requested to declare the "Ahobilam Paruveta Utsavam" as State Festival.

4. After careful examination of the matter, Government hereby declare to conduct of "Ahobilam Paruveta Utsavam" at Sri Lakshmi Narasimha Swamy Devasthanam, Ahobilam, Nandyala District as State Festival.

5. The Chief Executive Officer, A.P. State Creativity and Culture Commission, Vijayawada shall take necessary action accordingly.

(BY ORDER AND IN THE NAME OF THE GOVERNOR OF THE ANDHRA PRADESH)

RAJAT BHARGAVA
SPECIAL CHIEF SECRETARY TO GOVERNMENT

To
The Chief Executive Officer,
A.P. State Creativity and Culture Commission, Vijayawada.
Copy to :
All the Departments of Secretariat.
All the Heads of the Departments.
All the Collectors and District Magistrates.
Copy to :
The P.S. to Secretary to Hon'ble C.M.
The P.S to Chief Secretary to Government.
The P.S to Principal Secretary to Government (Political).
The OSD to Hon'ble Minister (T, C &YA).
The P.S to Spl.C.S(YAT&C).
Sc/Sf

// FORWARDED :: BY ORDER //

SECTION OFFICER